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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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SECOND BEST FEBRUARY
FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- February shipments of major household appliances exceeded 2.9 million units for the second time in history, reports the Association of Home Appliance Manufacturers (AHAM).

In fact, monthly shipments nearly equaled the record set in February 1984. Total shipments were down a mere 0.7%, just 21,000 units shy of last year's record-setting level.

"The figures tend to confirm industry's forecast for a near-record year or another new record," commented AHAM President Robert Holding.

Shipments this year will generally remain high, but unit comparisons of 1985 shipments to last year's record levels are expected to show only moderate percentage changes. That pattern was evident for shipments of home laundry and kitchen cleanup products and most cooking appliances.

Microwave ovens (598,000 units) continued their strong penetration of the market with the largest February shipments ever. Product shipments increased by 14.1%.

Home comfort appliances in February were up 7.9% over one year earlier due to increased shipments of room air conditioners (276,600 units) and dehumidifiers (78,300 units). Dealers began restocking both seasonal

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products for the warm humid weather ahead.

Shipments of food preservation appliances declined 16.2%, primarily because of consumer reluctance to buy refrigerators and other big ticket items while borrowing remains at high levels. Freezer shipments, which have been sluggish for some time now, will probably remain slow so long as food prices hold the line.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1985

	February 1985	February 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	**2,948.7**	**2,969.7**	**- 0.7%**	**6,341.7**	**6,198.5**	**+ 2.3%**
COOKING - TOTAL	**800.7**	**743.6**	**+ 7.7**	**1,899.4**	**1,668.2**	**+13.9**
ELECTRIC RANGES - TOTAL	216.6	236.8	- 8.5	473.5	497.0	- 4.7
Free Standing	176.6	184.1	- 4.1	383.0	391.6	- 2.0
Built-In	40.0	52.7	-24.1	89.5	105.4	-15.1
MICROWAVE OVENS/RANGES	598.3	524.5	+14.1	1,456.5	1,208.1	+20.6
HOME LAUNDRY - TOTAL	**739.5**	**758.1**	**- 2.5**	**1,550.0**	**1,603.9**	**- 3.4**
AUTOMATIC WASHERS	416.0	427.2	- 2.6	866.8	906.6	- 4.4
DRYERS - TOTAL	323.5	331.0	- 2.3	683.2	697.3	- 2.0
Electric	253.1	259.4	- 2.4	534.5	551.8	- 3.1
Gas	70.4	71.6	- 1.7	148.7	145.6	+ 2.1
KITCHEN CLEAN UP - TOTAL	**623.8**	**626.3**	**- 0.4**	**1,312.4**	**1,312.8**	**--**
DISPOSERS	353.0	358.8	- 1.6	729.9	711.6	+ 2.6
DISHWASHERS - TOTAL	259.1	253.0	+ 2.4	554.4	571.7	- 3.0
Built-In	233.7	233.1	+ 0.3	504.0	523.5	- 3.7
Portable	25.4	19.9	+27.6	50.4	48.2	+ 4.6
COMPACTORS	11.7	14.5	-19.3	28.2	29.5	- 4.4
FOOD PRESERVATION - TOTAL	**429.9**	**512.9**	**-16.2**	**976.8**	**1,096.2**	**-10.9**
REFRIGERATORS	356.8	412.8	-13.6	794.0	887.0	-10.5
FREEZERS - TOTAL	73.1	100.1	-27.0	182.8	209.1	-12.6
Chest	36.8	53.8	-31.6	90.1	110.4	-18.4
Upright	36.3	46.3	-21.6	92.7	98.7	- 6.1
HOME COMFORT - TOTAL	**354.9**	**328.8**	**+ 7.9**	**603.1**	**517.3**	**+16.6**
ROOM AIR CONDITIONERS	276.6	261.8	+ 5.7	485.8	429.4	+13.1
DEHUMIDIFIERS	78.3	67.0	+16.9	117.4	87.9	+33.6
GAS RANGES***	**130.3**	**133.1**	**- 2.1**	**258.3**	**264.7**	**- 2.4**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.